

Legal Nominations & Rankings: Are They Worth It?



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About Berbay Marketing & PR

The go-to agency for law firms nationwide.



ARE THEY WORTH IT?

- Flurry of lawyer rankings
 - 200+ legal awards
 - Sift through the clutter
 - Avoid pay-to-play



TO PURSUE OR NOT PURSUE?

THE REASONS YOU SHOULD...



Visibility and credibility



Extending the shelf life



Levels the playing field



Business development opportunity



Finding you online

TO PURSUE OR NOT PURSUE?

THE REASONS YOU SHOULD NOT...

✗ **Incredibly time-consuming**

✗ **Extensive process**

✗ **Do it year after year**

✗ **Bugging your clients**

✗ **You may not get ranked**

✗ **Competitive**

WHAT DOES IN-HOUSE COUNSEL SAY?

THE VERDICT IS STILL OUT...

- Here's what we know
 - Use to find local counsel
 - Badge of credibility
 - Baseline



WHICH RANKINGS SHOULD YOU PURSUE?

TYPES OF RANKINGS

1

Global

CHAMBERS
AND PARTNERS

The
**LEGAL
500**

2

**Voting-
Based**

Best Lawyers

Super
Lawyers®

3

National

THE NATIONAL
LAW JOURNAL

LAW360

4

Local

Daily Journal

LOS ANGELES
BUSINESS JOURNAL

WHICH RANKINGS SHOULD YOU PURSUE?



Global Rankings:

- Highly competitive
- Require your clients' time
- A forever effort

CHAMBERS
— AND PARTNERS —

The
LEGAL
500



Voting-Based Rankings:

- No solicitation policy
- Participate in a several month process

Super
Lawyers®

Best Lawyers®

WHICH RANKINGS SHOULD YOU PURSUE?

National Rankings:

- Competitive
- Your matters, matter
- Essay form

THE NATIONAL
LAW JOURNAL

LAW360

Local Rankings:

- State or regional
- Your matters, still matter
- Essay form

Daily Journal

LOS ANGELES
BUSINESS JOURNAL

WHAT NOT TO DO

○ Don't go after every single one

- Determine the right mix
- Align with your business and marketing goals
- National or not?
- Your client's perspective

○ Don't submit your whole firm

- Strategic
- Long-term goals

WHAT YOU SHOULD DO

Read the criteria

- The kind of matters
- Size of firm
- Age
- Consecutive rankings
- Client references

Go beyond your bio

- What's not on the internet

Daily Journal

Top Boutiques 2020

Submission dates: Nov. 4, 2019 – Jul. 31, 2020

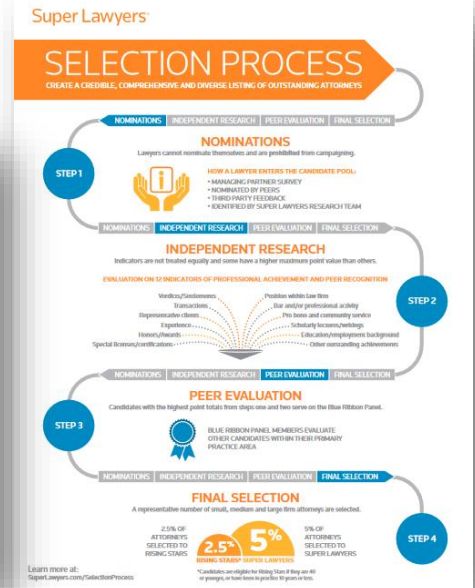
We honor specialty firms in California with a large portfolio of complex and impactful matters. In print October 21, 2020.

The supplement will recognize firms of any size that focus on one specialty. **At least 90 percent of the firm's lawyers (including partners, associates and counsel) must devote 100 percent of their practice to this specialty.** We will recognize any specialty (e.g. IP, L&E, white-collar defense, etc. Litigation and corporate are also acceptable categories). In selecting these firms, we will look at the richness of history of the firm's practice, the current book of cases, and growth in recent years.

We understand many matters are sensitive; however, you must provide the names of matters and clients for all work to be considered for this nomination. Please mark information that is confidential. We will only contact clients for interviews if the nominee is selected to the list.

No extensions to the deadline will be granted.

Managing partners and most of the firm lawyers must be California Bar members in good standing and the firms must be based in California although their work can be anywhere in the world.



LOS ANGELES BUSINESS JOURNAL WOMEN'S LEADERSHIP SERIES & AWARDS 2020

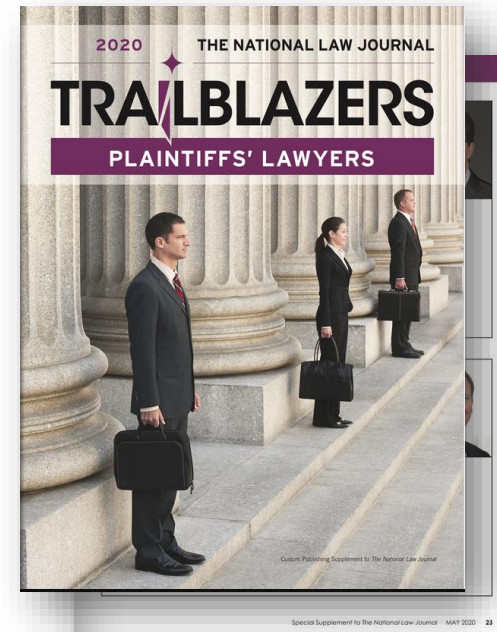
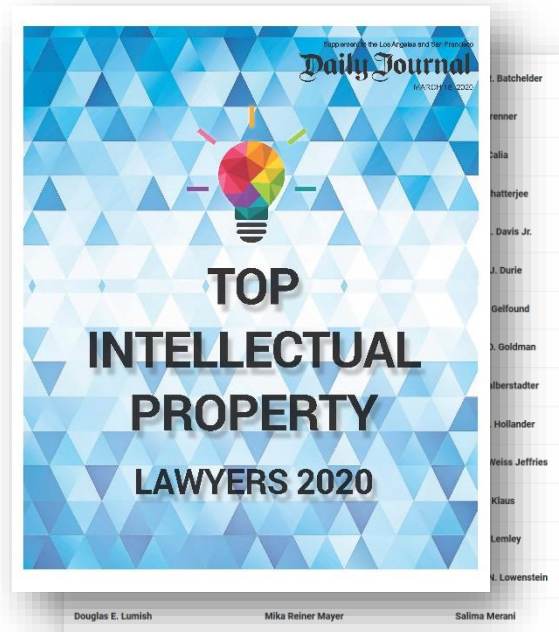
2020 Women's Leadership Series & Awards

The Los Angeles Business Journal is proud to honor women of outstanding achievement in our business community. Please complete the form below to nominate an associate, client, co-worker, or acquaintance that you believe is an outstanding candidate for our 28th annual Women's Council.

WHAT YOU SHOULD DO

Set realistic expectations

- A “bad” year
- Familiarity
- Previous lists



THE POWER OF LEVERAGING

WHEN YOU GET RANKED...

- ✓ Badge
- ✓ Website
- ✓ Newsletter
- ✓ Email signature
- ✓ Social media
- ✓ Marketing material

McNICHOLAS & McNICHOLAS LLP
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During this time, McNicholas & McNicholas, LLP remains fully operational. The safety and well-being of our clients, employees, family and friends is our utmost concern, and to mitigate the spread of COVID-19, we will continue serving our clients while working remotely.

For a list of direct dials to attorneys and staff, [click here](#).

OVER \$1BILLION
IN RESULTS AND COUNTING

\$300 MILLION Class Action Settlement	\$46 MILLION Consumer Fraud	\$44 MILLION Air Crash Victims	\$40 MILLION Employment Separation Package	\$12.3 MILLION Failure to Accommodate
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Best Lawyers
BEST LAW FIRMS
US NEWS
2020

Sacks Glazier Franklin & Lodise LLP
Specializing in Litigation Regarding Trusts and Estates

FIRM NEWS

Terry Franklin Recognized as a Top Minority Attorney by Los Angeles Business Journal for Second Consecutive Year

TOP MINORITY ATTORNEYS

Partner Terry Franklin was once again selected to Los Angeles Business Journal's 2020 list of "Top Minority Attorneys" as a go-to attorney in California for litigation involving substantial trusts and estates, probate matters, disputes and appeals. He was recognized for being an excellent advocate and dynamic in the courtroom as well as for his commitment to furthering the advancement of minority lawyers.

View the Top Minority Attorneys feature.

Five Attorneys Selected as 2020 Southern California Super Lawyers

Meg Lodise Named to "Top 50 Women" List for 10th Consecutive Year

Partners Terry Franklin, Meg Lodise, Matt McMurtry, Bob Sacks, and Of Counsel Ken Glazier have been selected for inclusion on the 2020 Southern California Super Lawyers list for their work in the area of Estate and Trust Litigation. This marks Terry's sixteenth consecutive year being listed, Meg's nineteenth consecutive year, Matt's sixth consecutive year, Bob's seventeenth consecutive year and Ken's fifteenth consecutive year. Meg was also selected for inclusion on the "Top 50 Women" list for the tenth consecutive year.

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1 yr •

Congrats to Howard M. Ehrenberg, Mark Horoupian, David Kupetz and Michael Sahn, who were selected by their peers for inclusion in the Best Lawyer America© 2020 list for their work in bankruptcy and creditor debtor rights/insolvency and reorganization law. <https://bit.ly/2N6cmKJ>

Best Lawyers

Howard Ehrenberg, Mark Horoupian, David Kupetz, Victor Sahn

Four Attorneys Selected as The Best Lawyers in America© 2020

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McNICHOLAS & McNICHOLAS LLP
TRIAL ATTORNEYS • ADVOCATES • COUNSELORS

Responding with the resources necessary to provide backup when needed — on and off duty.

Over \$1 Billion in Results
Employment Serious Personal Injury Accidents

Best Law Firms U.S. News - Best Lawyers Daily Journal	Top Labor & Employment Lawyers Daily Journal
Top Plaintiff's Verdict by Impact Only Journal Montoya v. LAPD, \$1.1 Million	Top Plaintiff Lawyers Daily Journal
Litigation Stars Benchmark Litigator Labor & Employment	California's Million Dollar Verdicts The Recorder Shoemaker v. LAPD, \$1.5 Million Podesta v. LAPD, \$1.1 Million
Top Verdicts and Settlements Los Angeles Times Alkins v. LAPD, \$12.3 Million	Top Women Lawyers Daily Journal
	Plaintiffs' Lawyers Trailblazers National Law Journal

Under scholarly review, Matthew McNicholas is responsible for this list. No representation is made that the lawyers are involved in any of the cases listed. Every case is different. Results depend on the attorney, the facts and circumstances of each case.

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Thank You



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